



Weed  
can  
wait.



Test Marketing Survey Report

## Survey Intent

The Youth Now survey was developed with the goal of gaining insight into how local youth engage with prevention messaging, how they perceive adult voice, and the ways they engage with social media.

## Campaign Guiding Principles

The Youth Now campaign Guiding Principles have emerged through ongoing conversations with our community.

1. **Data-driven:** Youth need facts about Washington law & brain development. PREVENT! uses local data from our youth to employ the best strategies.
2. **Connection:** Connection is the BEST prevention.
3. **Youth Voice:** Youth leadership and presence is imperative at every phase of the campaign's development and implementation.
4. **Inclusive:** People do not have to be anti-marijuana to support youth prevention.
5. **Trauma-Informed:** Building capacity for coping and resilience protects youth.

## Target audience - Youth ages 8-20 in Clark and Skamania Counties

1. Youth who are struggling in school
2. Youth who have been bullied due to a perception of LGBTQ status
3. Youth who have been bullied for any reason
4. Youth who are Hispanic, Asian/Pacific Islander, Native, and/or African-American

## Method of contact

Survey: Electronic, multiple choice and open-ended (Survey Monkey)  
Distributed through school P/I staff, social media ads, and word of mouth  
Utilized existing networks and relationships, Constant Contact for follow up push  
Survey Window: February 19 – March 18, 2016

## Responses and General ratings

Response Type	Count
Survey responses (603 completed surveys)	1215
Comments	10,026
Average graphics and style rating	2.4/4.0
Average wording rating	2.6/4.0

## Who took the survey and what are their experiences?

The following pages summarize notable findings regarding WHO our audience is, WHERE they live and get information, WHAT they experience in terms of exposure and connection, and HOW they engage with social media.

### **Age, Ethnicity, Location, Income:**

- 2% of respondents were 8-10 years old, 23% 11-13 years old, 38% 14-15, 28% 16-17 years old, 8% 18-20.
- Ethnicity- 7% Black, 9% Native, 2% Pacific Islander, 19% Latino/Hispanic, 66% White, 3% Multi-ethnic 7% prefer not to answer
- 78% of respondents were from Clark County, 22% of respondents from Skamania County.
- 41 % respondents received free and reduced lunch.

### **Gender, Sexual Identity, and Bullying:**

- 610 respondents were female, 488 male, 20 other, 15 non-binary, 6 androgynous or non-gendered, 5 genderqueer, 4 trans, 24 choose not to answer, 26 other
- 79% of respondents identified as straight, 9% bisexual, 2% gay, 2% lesbian, , 2% queer, 3% questioning, 2% poly or demi-sexual, 2% queer, 7% choose not to answer, 5% other comments
- 18% of respondents reported LGBTQ.
- 11% respondents reported being bullied because someone thought they were gay.

### **Experiences and Exposure:**

- 45% of respondents reported having friends who regularly use marijuana.
- 30% of respondents reported having someone in their family who regularly uses marijuana.
- 93% of respondents reported having at least one safe, supportive adult they can count on.
- 28% of respondents said they were struggling in school.

### **Social Media**

- Youth reported Facebook, Instagram, Snapchat and Twitter as their top social media sites.
- Skype and Steam were listed most in comments. Both channels pose interesting opportunities via gaming and live interaction.

### **Music Streaming**

- Respondents indicated Pandora, iTunes and Spotify as the top three sites for streaming music.
- Soundcloud and YouTube were listed in comments most frequently, with Soundcloud being popular amongst Hispanic youth.

### Section 3: Feedback Summary

#### Feedback Themes

Tone and Style	Content
Youth think and engage differently than adults, especially around choices.	Youth want unbiased facts. They need to know the law and they want proof of risk.
Youth want to be empowered and trusted to make their own choices.	Youth resent scare tactics and risks being framed as “end of the world”.
Youth do not perceive marijuana as “bad” and reject that framing.	Youth want to shape their media and messaging. Must be a two-way conversation.
Youth see themselves and others as individuals, even within social groups.	Youth want relevant, encouraging messages for tough times.
Abstinence, prohibition, or rigid “no” language does not work for this audience.	Youth want to hear other youth voices. They listen to each other more than to adults.
Youth won’t tolerate perceived prejudice against people, cultures, or complicated personal choices.	Youth want realistic, reasonable, and relevant messaging.

#### Rationale Narrative

The Youth Now survey provided clarity around several important areas: how local youth engage with information, how they perceive adult voices in the marijuana conversation, and how they receive messages related to prevention. The themes listed above were culled from thousands of comments, compared with the feedback of our focus groups, as well as similar feedback received at the state level and in Colorado as they developed their own prevention campaigns.

Youth engaged most favorably with messages about hope, coping, resilience, and support. They repeatedly asked for more information about resources for support or alternatives to using during difficult times. They wanted short, bold statements that encouraged them and allowed for autonomy. They wanted adults to be more “real” and less “panicky” about marijuana overall.

Consistent with Colorado’s response, local youth seek reasonable tone, factual messages, and relevant content around a topic they perceive as complex and highly subjective. Honing our focus to delaying use allows us to engage with youth about reasons for waiting and options for building resilience, coping, and pro-social behaviors. A message of “no.” falls flat, but a message of “wait.” achieves the same end without alienating or excluding large parts of the community.

#### Random Sample of Youth Comments

"Life is about choices. I've made mine, and though marijuana is not for me, I don't judge those who use it."

"Life is hard" is not a fact, what is a fact is for some people life is hard, and the picture makes no sense to the statement

"Marijuana doesn't care about you" does not help anyone at all who wants to try pot or who currently uses it, it doesn't make us not want to smoke. If anything it comes off harsh

"Marijuana won't make you feel better, it will only make you feel different" "although marijuana may make you feel good, it is making your brain bad" "using marijuana stunts your maturity"  
"using marijuana to cope makes coping without marijuana hard - train your brain to cope from the inside out"

"My life and my future is what i chose, i don't need cannabis."

"Someone you know might be depressed. Reach out, show them you care!"

"weed won't get me what i need"

**Contributors to this report:**

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